



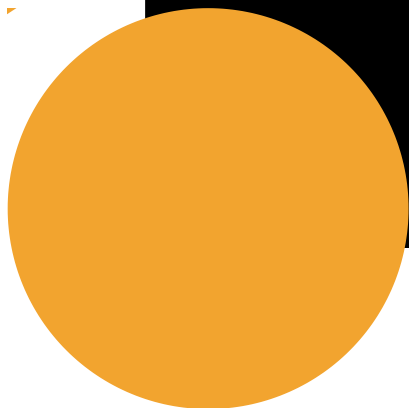
Partnership Proposal

APRIL 24, 2026
THE SANCTUARY
BILOXI MS
5PM-MIDNIGHT

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About Us

Welcome to the 2nd Annual Mississippi Budtender Awards & Competition Show, hosted by Mississippi Cannabis School. At Mississippi Cannabis School, we've proudly trained and certified over 1500 work permit holders since 2022. We have been at the forefront of Mississippi's cannabis industry since its inception, leading initiatives such as the Mississippi Marijuana Business Conference (June 2022), and hosting official Budtender trainings for major expos like CannaCon (Biloxi-Feb 23') and LuckyLeaf (Jackson-May 23').

Now in its second year, the Budtender Awards celebrates the heart of the cannabis industry which are the professionals on the frontlines who guide, educate, and empower patients every day.

What started as a vision to uplift the profession has grown into a statewide movement. In 2025, we received over 3600 nonimation entries from patients, coworkers, and community members. From that, 142 finalists were selected, representing 42 dispensaries across Mississippi. Each one brings passion, knowledge, and care to their work, setting the bar for what it means to serve responsibly in this space.

We invite you to be part of this annual event, where every connection made and every handshake exchanged will shape the next chapter of Mississippi's cannabis story.

Vision



- Establish this event as the annual benchmark for success, where preparation, dedication, and innovation are celebrated, setting the tone for a stronger, smarter, and more connected Mississippi cannabis industry.
- Create a space where budtenders can network, learn from the best in the industry, and refine their skills through competitions and direct mentorship from the best of the best.
- Highlight the importance of year-round training, professional development, and patient engagement as key drivers of success, preparing teams to deliver exceptional interactions.

Mission



- Champion Continous Learning- make ongoing education a priority, ensuring every professional in the industry stays informed, skilled, and confident in their role.
- Enhance Patient Interaction- Foster meaningful connections between budtenders and patients through training rooted in education, empathy and understanding.
- Showcase Industry Talent- Provide a large-scale platform for dispensaries to highlight their teams' dedication, expertise and commitment to excellence.



About the Event

Get ready for an unforgettable night celebrating Mississippi's cannabis industry. The Mississippi Budtender Awards & Competition Show brings together industry professionals, educators, advocates, and patients for a night of competition, collaboration, and recognition.

This isn't your typical sit-back-and-watch event—it's an interactive, high-energy experience where the spotlight shines on the budtenders who shape our industry every day.

✨ Cheer on the nominees—voted by the industry during our pre-event nomination and voting phases.

🎵 Feel the excitement as the best of the best battle it out on stage in live competitions.

🍸 Enjoy craft cocktails, vibrant energy, and beats from our live DJ.

Whether you're here to support your favorite budtender, network with industry leaders, or just experience the pulse of Mississippi's growing cannabis community, this is the event you don't want to miss.

Event Highlights



- Date: April 24, 2026
- Time: 6:00pm-Midnight
- Location: The Sanctuary (Biloxi)

- Individual Budtender Comp
- Team Comp
- 10 Budtender Awards
- Networking + Largest Statewide Budtender Meetup

- April 25, 2025 (Budtender Training) 9:00am-12pm



Event Schedule

April 24, 2026



Registration & Welcome

5:30pm–
6pm

- Attendees check in, receive badges, and event materials
- Networking opportunities with peers, sponsors and industry leaders
- Sponsor showcase open

Opening Ceremony

6pm–
6:30pm

- Welcome address by MC
- Meet our 2025 Winners
- Keynote Speaker: Presenting Sponsor
- Overview of the evening's schedule

Individual Budtender Competition "Moon Man"

6:30pm–
7:30pm

- Fast paced Q&A (buzzer-style) with elimination rounds.
- Product knowledge, customer interaction, product recommendations.



Event Schedule

April 24, 2026



Team Budtender Competition "Moon Man"

7:30pm–
9:00pm

- Dispensary scenario challenges
- Rapid-fire product, compliance, and industry-related questions

Budtender Awards Ceremony

9pm–
10pm

- Cultivator's Choice Award
- Patient's Choice Award
- The Trailblazer Award
- Heart of the Community Award
- The Vanguard Award
- Budtender of the Year Award
- Rising Star Award (In-House Nomination)
- Peer Choice Award (In-House Nomination)
- Dispensary Leadership Award (In-House Nomination)
- Manager's Choice Award (In-House Nomination)



Budtender Social

10pm–
Midnight

- Group Photo & Industry Shoutouts
- Networking + Music
- Closing Remarks

Event Schedule

April 25, 2026



Breakfast of Champions

8:00–
9:00am

- Breakfast for the 2025 & 2026 Award & Competition Winners.
- Words of Gratitude and Growth from Our Sponsors

Budtender Continuing Education Training

9am–
12pm

- **“What Brings You in Today?”** -active listening + translating patient language into real recommendations.
- **“Protect the License: Frontline Compliance Essentials”**- the daily decisions that keep dispensaries operational.
- **“The Why Behind the What”**-helping Budtenders understand why they recommend a certain product (deep dive into flower, tinctures, topicals, terpenes, endocannabinoid, etc)

Closure

12pm

- Issue certificates and training attestation documents.

SPONSOR BENEFITS

Brand Visibility

Gain prime exposure in front of industry professionals, business owners, and patients through event signage, social media features, media coverage, event materials, and stage recognition.



Exclusive Perks

Opportunities for speaking engagements, judge seats, branded spaces, and brand showcase.



Direct Engagement

Connect face-to-face with industry professionals, emerging talent and patients, creating opportunities for meaningful partnerships and brand positioning.



Industry Supporter

Show your commitment to industry growth, education, and community impact by aligning your brand with an event that celebrates and empowers the faces (buddhenders) of our industry.



OUR IMPACT BY THE NUMBERS



Nomination Submissions

We secured **3678** nomination entries from January-February for first-round/qualifying entries.



Final Round

5036 submissions
142 finalists
42 dispensaries represented

Social Media



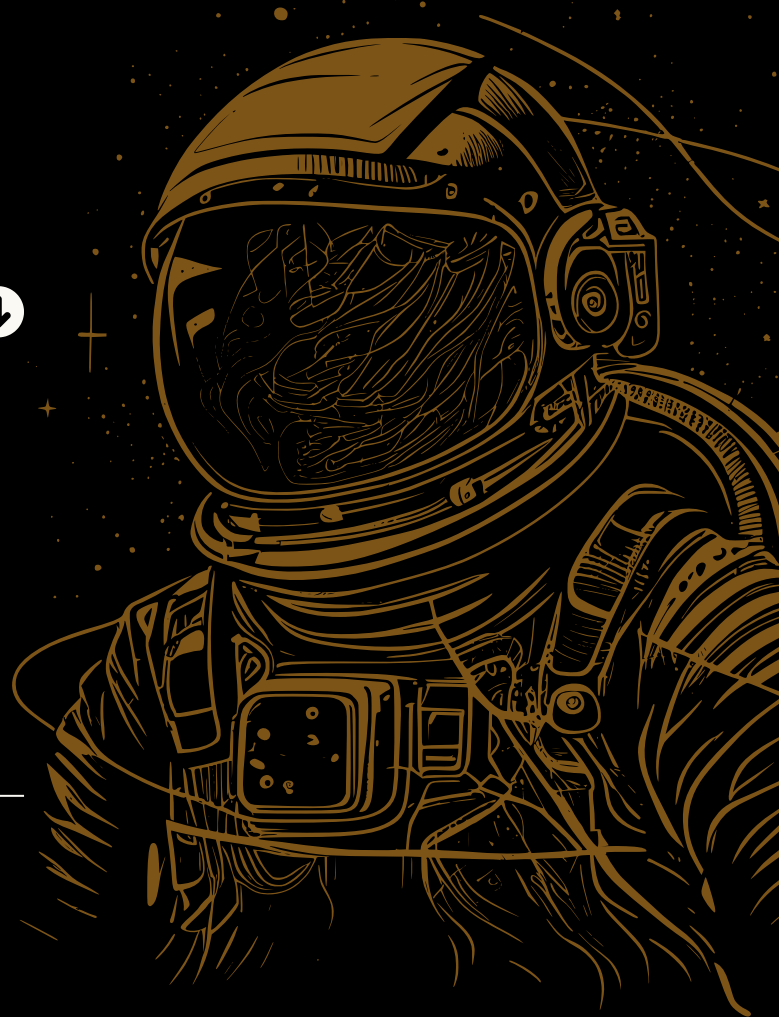
Instagram: **56,326 Account Views** (Jan-April 26th)
4,694 accounts reached

Facebook: **193, 651 Account Views** (Jan-April 26th)

Website



Site Sessions: **9,434 site sessions** (Jan-April 26th)
Direct- 3,005
Jotform- 1,704
Google- 825
Ads- 706



Partnership Opportunities



Presenting Sponsor

\$5000.00



Exclusive, Only 1 Spot Available



Event Co-Branding- Your logo featured on all event materials, signage. [Ex: Mississippi Budtender Awards Presented by Your Brand](#)

Prominent Stage Presence/Signage + Deliver Opening Remarks During the Opening Ceremony

Exclusive Branding on Event Signage: Stage display, and registration signage.

Media + Social Media+ Web Recognition

VIP Experience: Complimentary (10) event tickets and reserved company seating.

A premium booth location in the Sponsor Showcase area.

A full-page ad on the inside front cover of the event program.

Award Presentation: Opportunity to present one of the Budtender Awards on stage.

One Judge Seat

ROUTE 420 Promotional Spot

A red pushpin is pinned to the top right corner of a white rectangular card. The card is slightly tilted and has a shadow underneath it.

As the Presenting Sponsor, your brand doesn't just participate--it leads. With unmatched visibility and premium benefits, your company will be seen as the cornerstone of the Mississippi cannabis community.

Partnership Opportunities



Podium Sponsor

\$3500.00



Exclusive, Only 1 Spot Available



Prominent Stage Presence/Signage- Logo displayed on competition podiums

Exclusive Branding on Event Signage: Stage display, Step and Repeat, and registration signage.

Media + Social Media+ Web Recognition

VIP Experience: Complimentary (6) event tickets and reserved company seating.

A premium booth location in the Sponsor Showcase area.

A full-page ad on the inside front cover of the event program.

One judge seat

ROUTE 420 Promotional Spot



As the Podium Sponsor, your logo will be prominently displayed where all of the action is happening.

Partnership Opportunities



2 Available Spots



Competition Award Sponsor

\$2500.00

Individual Competition:
Highest Honor of the Night-
SOLD OUT

Team Competition:
Highest Honor of the Night

Award Naming Rights: Your logo prominently displayed during the competition round(s).

Stage Recognition: Present the giant check (\$1,000 cash prize) to the winner(s).

Program Recognition: A full page ad in the event program.

Networking Access: Booth location in the Sponsor Showcase area.

Event Tickets: 4 complimentary tickets to the event.

Social Media & Website Spotlight: Dedicated post highlighting your sponsored award and your company.

ROUTE 420 Promotional Spot

0420

FAMILY OWNED
-New-
ALTITUDE
Farms
EST. 2022
FAMILY GROWN

Date April 25, 2025

Pay to the Order Of \$ 1,000.00

One Thousand and 00/100 Dollars

For MBA Individual Competition

Mississippi Bartender Awards
Authorized Signature

⑆2345678⑉00⑆23456789⑆ 100⑆

Your brand becomes part of the event's most dynamic and exciting moments, with consistent exposure during the competitions. The Competition Awards are the biggest moments of the night. Your brand will be front and center from start to end.

Partnership Opportunities



Program Sponsor

\$2500.00

Exclusive, Only 1 Spot Available



Back Cover Ad Placement: A full page ad on the back cover of the event program.

Front Page Logo Placement: Logo featured on the front page of the program.


Stage Acknowledgement: Mention during event announcements.

Event Tickets: 6 complimentary tickets to the event.

Networking Access: Premium booth location in the Sponsor Showcase area.

Social Media & Website Spotlight: Highlighted in the event announcements on social media and on our website.

ROUTE 420 Promotional Spot



The event program is a keepsake that attendees take home. Your brand will leave a lasting impression long after the event ends.

Partnership Opportunities



Event Bag Sponsor

\$2500.00



Exclusive, Only 1 Spot Available



Your logo prominently displayed on 300 event bags distributed to all attendees.
A walking advertisement as attendees use these stylish bags during and after the event.

Include a branded item, flyer, coupon, or sample inside every event bag to drive direct engagement with your brand.


Program Recognition: A quarter-page ad in the event program.

Event Tickets: 4 complimentary tickets to the event.

Networking Access: Booth location in the Sponsor Showcase area.

Social Media & Website Spotlight: Highlighted in the event announcements on social media and on our website.

ROUTE 420 Promotional Spot



Every attendee will interact with your brand at the event and long after it ends, as these bags become part of their daily lives. With prime logo placement, you're ensuring your brand stands out in a highly targeted, influential crowd.

Partnership Opportunities



Badge/ Lanyard Sponsor

\$2500.00



Exclusive, Only 1 Spot Available



Logo on Every Lanyard: Your logo featured on every attendee, staff, and VIP badge lanyard.

Exclusive Branding: Logo on registration area signage.


Program Recognition: A quarter-page ad in the event program.

Social Media & Website Spotlight: Highlighted in the event announcements on social media and on our website.

Networking Access: Booth location in the Sponsor Showcase area.

Event Tickets: 4 complimentary tickets to the event.

ROUTE 420 Promotional Spot



Every attendee wears your brand all night long. This level of continuous exposure is unmatched and ensures your brand stays top of mind.

Partnership Opportunities



Outdoor Lounge

\$2000.00



Exclusive, Only 1 Spot Available



Your logo prominently displayed on signage throughout the lounge area, including entry points and seating areas.

Custom-branded elements like pillows, throw blankets, or furniture accents to immerse attendees in your brand.

Set up a branded activation in the lounge, such as a product demo, sampling station, or interactive experience.

Event Tickets: 6 complimentary tickets to the event.

Networking Access: Premium booth location in the Sponsor Showcase area.

Social Media & Website Spotlight: Highlighted in the event announcements on social media and on our website.

ROUTE 420 Promotional Spot

This isn't just visibility—it's a chance to create meaningful touchpoints with attendees in a relaxed, open environment. Your brand will stand out as a thoughtful, engaging presence at the heart of the event.

Partnership Opportunities



Budtender Award Sponsor

\$2000.00

13 Available Spots



Award Naming Rights: Your brand is tied to one of the six Budtender Award categories. (Ex: [The Cultivator's Choice Award Presented by Your Company](#))

Stage Recognition: Opportunity to present the award on stage to the winner.

Event Branding: Your logo displayed on award trophy, presentation screens and signage.

Program Recognition: A half-page ad in the event program.

Networking Access: Booth location in the Sponsor Showcase area.

Event Tickets: 4 complimentary tickets to the event.

Social Media & Website Spotlight: Dedicated post highlighting your sponsored award and your company.

13 Available Spots

Cultivator's Choice Award-SOLD OUT

Patient's Choice Award

The Trailblazer Award-SOLD OUT

Heart of the Community Award- SOLD OUT

The Vanguard Award

Budtender of the Year Award

Rising Star Award (In-House Nomination)

Peer Choice Award (In-House Nomination)

Dispensary Leadership Award (In-House Nomination)

Manager's Choice Award (In-House Nomination)

Audience Choice Awards (2)

Budtender's Choice: Patient Impact Award

ROUTE 420 Promotional Spot

Associate your brand with excellence and achievement in the cannabis industry while gaining meaningful exposure during one of the event's key moments.

Partnership Opportunities



Bar Sponsor

\$2000.00

Exclusive, Only 1 Spot Available



Branded Drink Menus: Your logo featured on all drink menus

Exclusive Branding: Logo on MBA keepsake cups

Bar Signage: Prominent logo placement at the bar area.


Custom Drink Naming Opportunity: Collaborate with the bar team to create a signature event cocktail featuring your brand's name.

Networking Access: Booth location in the Sponsor Showcase area.

Event Tickets: 4 complimentary tickets to the event.

Social Media & Website Spotlight: Highlighted in the event announcements on social media and on our website.

ROUTE 420 Promotional Spot



Every attendee visits the bar-- multiple times throughout the night. Make every interaction an opportunity for brand exposure.

Partnership Opportunities



Breakfast of Champions Sponsor

2000.00

1 Available Spot



Saturday: April 25, 2026

Exclusive Naming Rights: “The Breakfast of Champions Presented by [Sponsor Name]”
2025 and 2026 Competition & Award Winners

Welcome Address: Sponsor representative provides the Welcome Speech at the beginning of the breakfast to address and congratulate the winners.


Program Recognition: A half page ad in the event program.

Logo placement on branded gift at each breakfast seat/table.

Event Tickets: 4 complimentary tickets to the event on Friday and Saturday.

Social Media & Website Spotlight: Dedicated post highlighting your sponsored award and your company.

ROUTE 420 Promotional Spot



Get direct access to the Best of the Best. This breakfast isn't open to everyone. It's exclusive to the award and competition winners. As the sponsor, you're aligning your brand directly with excellence, leadership and success.

Partnership Opportunities



Participant Lounge Sponsor

\$1750.00

Exclusive, Only 1 Spot Available



Branded Lounge: Your logo prominently, exclusively displayed in the Participant Lounge.

Engagement Opportunities: Opportunity to provide branded swag or promotional items in the lounge.

Program Recognition: A quarter-page ad in the event program.

Event Tickets: 4 complimentary tickets to the event.

Networking Access: Booth location in the Sponsor Showcase area.

Social Media & Website Spotlight: Highlighted in the event announcements on social media and on our website.

The lounge is a high-traffic, must-visit space for budtenders who are apart of our awards and competition rounds. This is a space for them to prepare for the show.

Partnership Opportunities



Judges Lounge Sponsor

\$1750.00

Exclusive, Only 1 Spot Available



Branded Lounge: Your logo prominently, exclusively displayed in the Participant Lounge.


Engagement Opportunities: Opportunity to provide branded swag or promotional items in the lounge.

Program Recognition: A quarter-page ad in the event program.

Event Tickets: 4 complimentary tickets to the event.

Networking Access: Booth location in the Sponsor Showcase area.

Social Media & Website Spotlight: Highlighted in the event announcements on social media and on our website.



As the official Judges Lounge Sponsor, your brand becomes the backdrop for decision-making at the highest level. This private space is where finalists are discussed, scenarios are reviewed, and competition winners are selected. Your company is front and center during every moment of deliberation.

Partnership Opportunities



Sponsor Lounge Sponsor

\$1750.00

Exclusive, Only 1 Spot Available



Branded Lounge: Your logo prominently, exclusively displayed in the Participant Lounge.


Engagement Opportunities: Opportunity to provide branded swag or promotional items in the lounge.

Program Recognition: A quarter-page ad in the event program.

Event Tickets: 4 complimentary tickets to the event.

Networking Access: Booth location in the Sponsor Showcase area.

Social Media & Website Spotlight: Highlighted in the event announcements on social media and on our website.



The Sponsor Lounge is where relationships are built, deals are sparked, and the cannabis industry's key players catch their breath between activations. Your brand will be embedded in the space where founders, cultivators, processors, and industry leaders connect one-on-one.

Partnership Opportunities



Green Carpet Sponsor

\$1500.00

1- SOLD OUT

8 Available Spots



Logo Placement: Your brand will be featured on high-visibility Step and Repeats along the Green Carpet entrance and in the event area.

Photo Opportunities: Guests will be posing with your logo as the backdrop in countless photos and videos.

Program Recognition: A quarter page ad in the event program.

Networking Access: Booth location in the Sponsor Showcase area.

Event Tickets: 4 complimentary tickets to the event.

Social Media & Website Spotlight: Dedicated post highlighting your sponsored award and your company.

Your brand will be the first thing attendees see and the backdrop for every photo, every pose, and every shared moment on the Green Carpet. It's not just visibility—it's prime positioning in the most photographed space of the night.

Partnership Opportunities



Education Sponsor

1000.00

3 Available Spots



Saturday: April 25, 2026

Exclusive Naming Rights for the Session: “What Brings You in Today Sponsored by [Sponsor Name]”

Logo Placement on SlideDeck and Training Materials


Program Recognition: A quarter page ad in the event program.

Event Tickets: 2 complimentary tickets to the event on Friday and Saturday.

Social Media & Website Spotlight: Dedicated post highlighting your sponsored award and your company.

Sessions

- “What Brings You in Today?” -active listening + translating patient language into real recommendations.
- “Protect the License: Frontline Compliance Essentials”-the daily decisions that keep dispensaries operational.
- “The Why Behind the What”-helping Budtenders understand why they recommend a certain product (deep dive into flower, tinctures, topicals, terpenes, endocannabinoid, etc)



Supporting education shows that your company cares about standards, responsibility, and patient safety. Your brand will be seen and heard before and after each session.

Partnership Opportunities



DJ Sponsor

1000.00

1 Available Spot



Branded DJ Booth: Your logo prominently displayed on the DJ booth for maximum visibility throughout the event.


Verbal Shoutouts: The DJ will give multiple live shoutouts to your brand throughout the evening.

Program Recognition: A quarter page ad in the event program.

Screen Visibility: Your logo displayed on event screens during DJ sets.

Event Tickets: 2 complimentary tickets to the event.

Social Media & Website Spotlight: Dedicated post highlighting your sponsored award and your company.



The DJ is the pulse of the event, keeping attendees engaged, energized, and entertained. As the DJ Sponsor, your brand doesn't just blend into the background—it becomes an integral part of the experience.

Partnership Opportunities



Unlimited Spots Available



Add-On Sponsorship Opportunities

Full-Page Ad in Program: 300.00

Half-Page Ad: \$175.00

Quarter-Page Ad: \$100.00

Good Luck/Congratulatory Full-Page Ad for
Competition Sponsors: \$180.00 (40% off
regular price)

Prize Sponsor: Contact us to learn about how
you can contribute in-kind items to our prize
package.

A red pushpin is pinned to the top left corner of a white sticky note.

*Add-On Sponsorships offer an
affordable yet impactful way to
ensure your brand stands out at
the First Annual Mississippi
Budtender Awards.*

Competition Opportunities



Squad Goals

*20 Individual Spots Available
8 Team Spots Available*



Individual Registration: \$150.00

Team Registration (min 3 person): \$425.00

Company Colored Competition Shirt

Social Media Recognition: Budtenders will be acknowledged on our social media platforms and on our website. Budtenders (teams) are encouraged to record a 30/60sec hype video.



Thank You

We Look
Forward
to Partnering
With You

Contact



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BUDTENDER AWARDS

APRIL 24, 2026